



May 27, 1997

RALPH C. GAILLARD
Vice President
Military Sales

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To: All Region Operations Managers

Subject: Army & Air Force Exchange Service (AAFES ID # 0106-00-00) Carton
Merchandiser Plan-O-Grams

Enclosed find copies of the Army & Air Force Exchange Service plan-o-grams for their Exchange Outlets. The plan-o-grams are for the various configurations of shelving and fixturing in their stores. "CONUS" is a military term for those exchanges located within the "Continental United States," and Alaska. Note there are also plan-o-grams for exchanges in Hawaii. There is also a plan-o-gram for those exchanges that participate in the P.M. Masters Program. This program is sold locally and is at exchange managers discretion. As information, P.M. and B.A.T. are the only tobacco companies offering merchandising agreements to the various military chains.

Per previous correspondence, RJR canceled its military carton and pack merchandising agreements with AAFES and the other military chains. Due to Department of Defense regulations on the sale and merchandising of tobacco products, AAFES and the other military chains cannot participate in our regular merchandising programs. Likewise, our regular merchandising programs should not be offered locally to exchange management. Negotiations of any merchandising agreements from RJR must be presented to the various military chain headquarters.

It should be understood that the enclosed plan-o-grams are for AAFES exchanges only, and not DeCA commissaries. It is our understanding that plan-o-grams for DeCA commissaries will be published in the near future.

The enclosed plan-o-grams should be used to ensure that RJR brands receive their allocated space on all shelving and fixturing, as stipulated on the bottom of the plan-o-grams. Again, we have no contractual agreement with AAFES, but RJR and all companies have been allocated space based on share of category.

This letter and the enclosed plan-o-grams should be provided to all personnel with AAFES call responsibility.

Sincerely,

Ralph

Ralph C. Gaillard

cc: J. V. Maguire w/o enclosures
Area Vice Presidents w/o enclosures

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	29
1223	_____	1224	22
1224	_____	1225	23
1225	3	ROM	_____
1226	2	PC	SC
1227	2, 8	MC	PA
1240	_____		
1244	_____	RSM	RBM

51851 9178

"We work for smokers."

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS / COMMENTS: ENC 2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	PMFP	LORFP	RJRFP				

30'0"

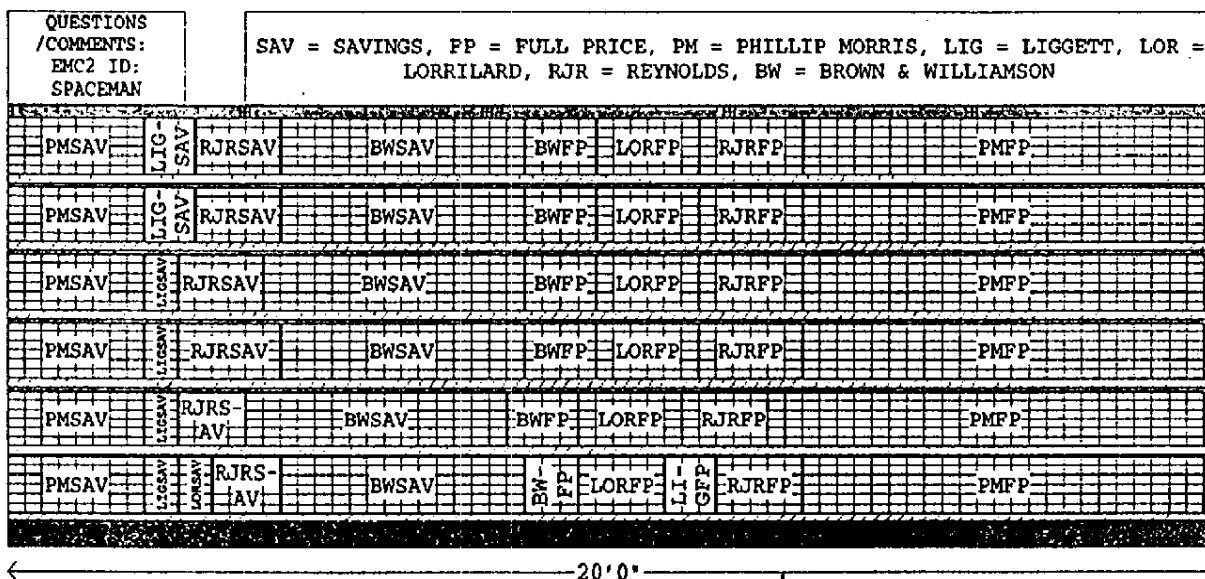
51851 9179

DEPARTMENT CLASS S
FIXTURE HEIGHT 84"
30 FEET

	SAVINGS(43%)		PREMIUM(57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	438	59	1260	45	1698
BW	48	774	10	210	26	984
RJR	16	252	15	312	16	564
LM	8	132	1	24	4	156
LOR	1	24	15	318	9	342
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS



51851 9180

DEPARTMENT CLASS B
FIXTURE HEIGHT 84"
20 FEET

	SAVINGS(43%)		PREMIUM(57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	288	59	834	45	1122
BW	48	516	10	138	26	654
RJR	16	174	15	210	16	384
LM	8	84	1	18	4	102
LOR	1	12	15	210	9	222
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS /COMMENTS: EMC2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				

24'0"

51851 9181

DEPARTMENT CLASS A
FIXTURE HEIGHT 84"
24 FEET

	SAVINGS (43%)		PREMIUM (57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	348	59	1002	45	1350
BW	48	612	10	168	26	780
RJR	16	210	15	258	16	468
LM	8	102	1	18	4	120
LOR	1	12	15	258	9	270
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS /COMMENTS: EMC2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	

16'0"

51851 9182

DEPARTMENT CLASS C
 FIXTURE HEIGHT 84"
 16 FEET

SAVINGS(43%)			PREMIUM(57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	228	59	666		45	894	
BW	48	408	10	108		26	516	
RJR	16	132	15	174		16	306	
LM	8	72	1	12		4	84	
LOR	1	12	15	168		9	180	
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS/COMMENTS:
EMC2 ID: SPACEMAN

SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG =
LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN &
WILLIAMSON

PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP

12'0"

51851 9183

DEPARTMENT CLASS D
FIXTURE HEIGHT 84"
12 FEET

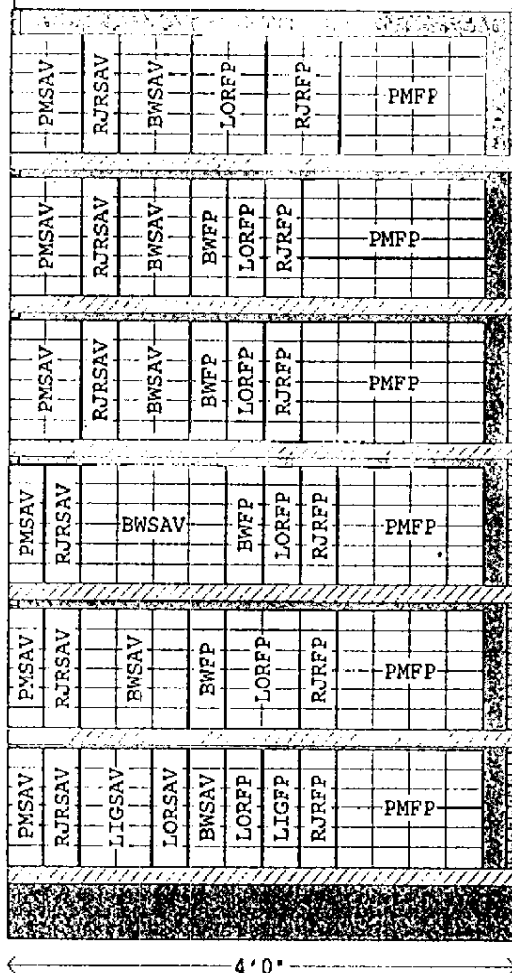
SAVINGS(43%)			PREMIUM(57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	180	59	486	45	666		
BW	48	306	10	84	26	390		
RJR	16	90	15	120	16	210		
LM	8	60	1	12	4	72		
LOR	1	12	15	126	9	138		
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS/COMMENTS: EMC2 ID:
SPACEMAN

SAV = SAVINGS, FP = FULL PRICE, PM =
PHILLIP MORRIS, LIG = LIGGETT, LOR =
LORRILARD, RJR = REYNOLDS, BW = BROWN
& WILLIAMSON



51851 9184

DEPARTMENT CLASS E
FIXTURE HEIGHT 84"
4 FEET

	SAVINGS (43%)		PREMIUM (57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	54	59	156	45	210
BW	48	96	10	24	26	120
RJR	16	36	15	42	16	78
LM	8	12	1	6	4	18
LOR	1	6	15	36	9	42
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS / COMMENTS: ENC2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIGSAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				

30'0"

51851 9185

DEPARTMENT CLASS S
FIXTURE HEIGHT 74"
30 FEET

SAVINGS (43%)			PREMIUM (57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	438	59		1260	45		1698
BW	48	774	10		210	26		984
RJR	16	252	15		312	16		564
LM	8	132	1		24	4		156
LOR	1	24	15		318	9		342
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS /COMMENTS: EMC2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				
PMSAV	LIG-SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP	PMFP				

25'0"

51851 9186

DEPARTMENT CLASS A
 FIXTURE HEIGHT 74"
 25 FEET

	SAVINGS (43%)		PREMIUM (57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	360	59	1044	45	1404
BW	48	636	10	174	26	810
RJR	16	210	15	264	16	474
LM	8	108	1	18	4	126
LOR	1	18	15	264	9	282
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS /COMMENTS: EMC2 ID: SPACEMAN		SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS, LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW = BROWN & WILLIAMSON									
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	
PMSAV	LIG- SAV	RJRSAV	BWSAV	BWFP	LORFP	RJRFP				PMFP	

← 20'0" →

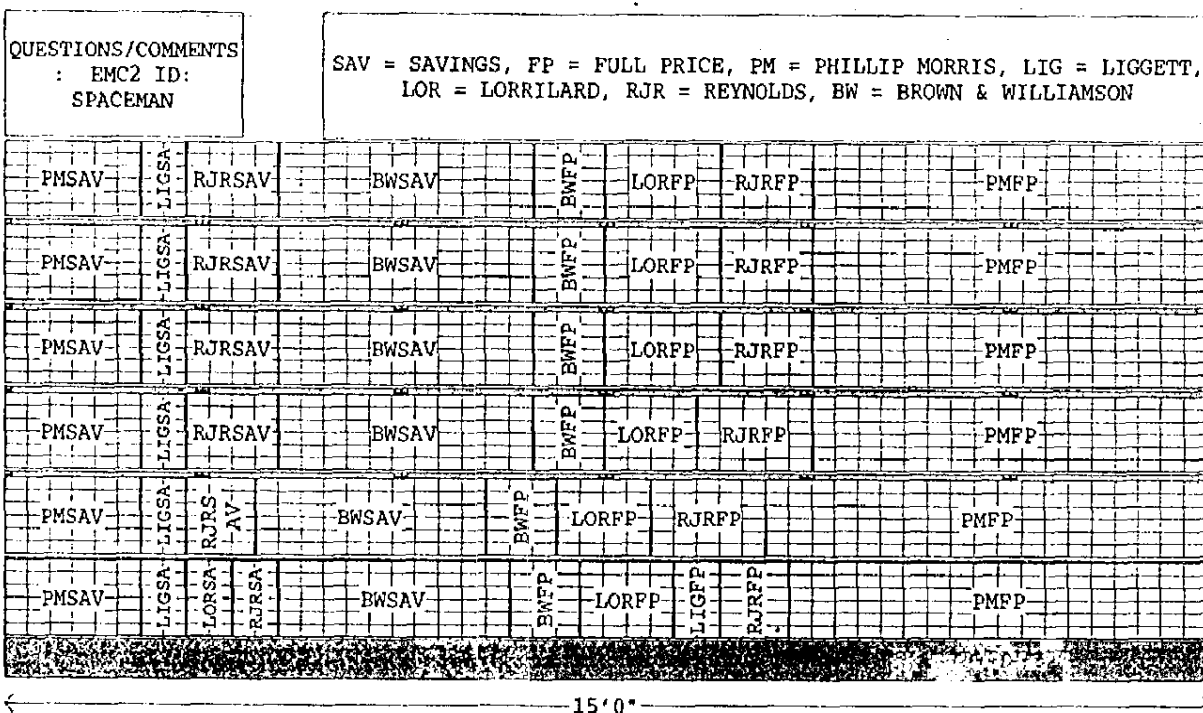
51851 9187

DEPARTMENT CLASS B
FIXTURE HEIGHT 74"
20 FEET

SAVINGS (43%)			PREMIUM (57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	288	59	10	828	45	26	1116
BW	48	510	10	15	138	26	16	648
RJR	16	174	1	4	216	16	9	390
LM	8	84	1	15	18	4		102
LOR	1	12	15		216	9		228
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS



51851 9188

DEPARTMENT CLASS C
FIXTURE HEIGHT 74"
15 FEET

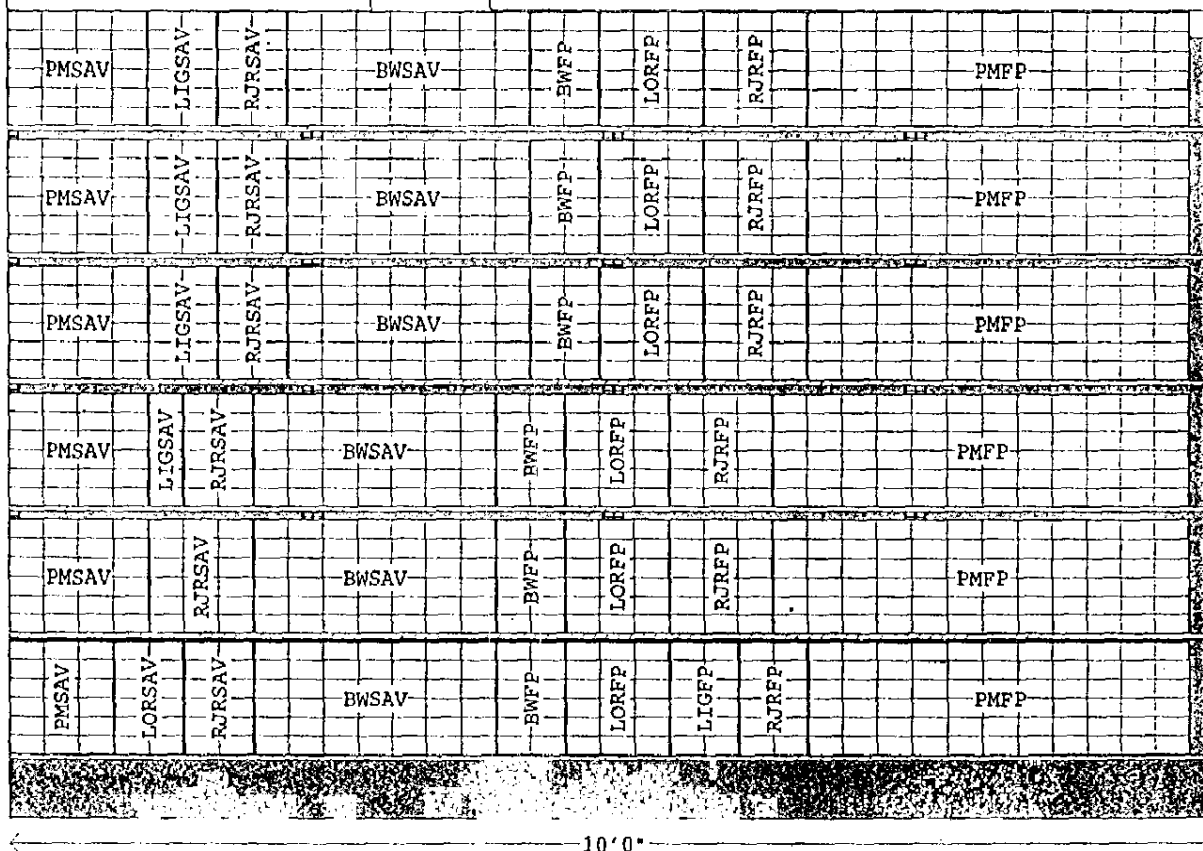
SAVINGS (43%)			PREMIUM (57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	216	59		630	45		846
BW	48	384	10		108	26		492
RJR	16	126	15		150	16		276
LM	8	72	1		12	4		84
LOR	1	12	15		162	9		174
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS/COMMENTS: EMC2
ID: SPACEMAN

SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS,
LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW =
BROWN & WILLIAMSON



51851 9189

DEPARTMENT CLASS D
MIXTURE HEIGHT 74"
0 FEET

SAVINGS (43%)			PREMIUM (57%)			TOTAL SHARE		
	%	# SLOTS		%	# SLOTS		%	# SLOTS
PM	27	138	59	45	408	45	45	546
BW	48	252	10	26	72	26	26	324
RJR	16	78	15	16	102	16	16	180
LM	8	42	1	4	12	4	4	54
LOR	1	12	15	9	108	9	9	120
APRIL 1997								

PLAN-O-GRAM

MP 91013 CIGARETTES CONUS

QUESTIONS/COMMENTS: EMC2 ID:
SPACEMAN

SAV = SAVINGS, FP = FULL PRICE, PM = PHILLIP MORRIS,
LIG = LIGGETT, LOR = LORRILARD, RJR = REYNOLDS, BW =
BROWN & WILLIAMSON

PMSAV	RJRSV		BWSAV		BWFP	LOFP	RJFP		PMFP	
PMSAV	RJRSV		BWSAV		BWFP	LOFP	RJFP		PMFP	
PMSAV	RJRSV		BWSAV		BWFP	LOFP	RJFP		PMFP	
PMSAV	LIGSAV	RJRSV	BWSAV		BWFP	LOFP	RJFP		PMFP	
PMSAV	LIGSAV	RJRSV	BWSAV		BWFP	LOFP	RJFP		PMFP	
PMSAV	LIGSAV	LORSAV	RJRSV		BWSAV	LOFP	LIGFP	RJFP	PMFP	

5'0"

51851 9190

DEPARTMENT CLASS E
FIXTURE HEIGHT 74"
5 FEET

	SAVINGS(43%)		PREMIUM(57%)		TOTAL SHARE	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	72	59	204	45	276
BW	48	126	10	30	26	156
RJR	16	42	15	54	16	96
LM	8	18	1	6	4	24
LOR	1	6	15	54	9	60
APRIL 1997						

PLAN-O-GRAM

MP 91013 CIGARETTES MASTER

PM = PHILLIP MORRIS, L&M = LIGGETT, LOR =
LORRILARD RJR = REYNOLDS, BW = BROWN & WILLAMSON

PM SAV

PM F P

PM F P

RJ
R
S-
AV

PM F P

BW F
P

LOR
F P

RJR F P

RJR
SAV

LI
G
S-
AV

BW SAV

BW
F
P

LOR
F P

RJ
R
F
P

RJR
SAV

LI
G
S-
AV

BW SAV

BW
F
P

LOR
F P

RJ
R
F
P

RJ
R
S-
AV

LO
R
S-
AV

LI
G
S-
AV

BW SAV

BW
F
P

LI
G
F
P

LO
R
F
P

RJ
R
F
P

51851 9191

ALLOCATE SPACE BY PERCENT REGARDLESS OF FIXTURE SIZE

	SAVINGS(43%)		PREMIUM(57%)		TOTAL SHARES	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	27	48	59	139	45	187
BW	48	90	10	25	26	115
RJR	16	30	15	35	16	65
LM	8	15	1	6	4	21
LOR	1	6	15	35	9	41
APRIL 1997						

PLAN-O-GRAM

MP 91014 CIGARETTES HAWAII

SAV = SAVINGS, F P = FULL PRICE, PM = PHILLIP MORRIS, BW = BROWN & WILLIAMSON, RJR = REYNOLDS, LOR = LORRILARD

PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV	BW SAV	BW F P	PM F P	LOR F P	RJR F P		
RJR SAV	BW SAV	BW F P	PM F P	LOR F P	RJR F P		

DEPARTMENT S
FIXTURE HEIGHT 74"
17.5 FEET

2616 19819

	PREMIUM			SAVINGS			TOTAL SHARES				
	%	#	SLOTS	%	#	SLOTS	%	#	SLOTS		
PM	- 30	,	108	,	1	,	4	,	31	,	112
BW	- 8	,	29	,	41	,	147	,	49	,	176
RJR	- 5	,	18	,	8	,	29	,	13	,	47
LOR	- 6	,	21	,	1	,	4	,	7	,	25

UPDATE 1 MAY 96

PLAN-O-GRAM

MP 91014 CIGARETTES HAWAII

SAV = SAVINGS, F P = FULL PRICE, PM = PHILLIP MORRIS, BW = BROWN & WILLIAMSON, RJR = REYNOLDS, LOR = LORRILARD

PM SA V	RJR SAV	LO R SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LO R SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LO R SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P

DEPARTMENT B
FIXTURE HEIGHT 74"
12.5 FEET

E616 19819

	PREMIUM		SAVINGS		TOTAL SHARES	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	- 30	, 77	, 1	, 3	, 31	, 80
BW	- 8	, 21	, 41	, 106	, 49	, 127
RJR	- 5	, 13	, 8	, 21	, 13	, 34
LOR	- 6	, 15	, 1	, 3	, 7	, 18

UPDATE 1 MAY 96

PLAN-O-GRAM

MP 91014 CIGARETTES HAWAII

SAV = SAVINGS, F P = FULL PRICE, PM = PHILLIP MORRIS, BW = BROWN & WILLIAMSON, RJR = REYNOLDS, LOR = LORRILARD

PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P

DEPARTMENT C
FIXTURE HEIGHT 74"
10 FEET

616 19815

	PREMIUM		SAVINGS		TOTAL SHARES	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	- 30	, 61	, 1	, 2	, 31	, 63
BW	- 8	, 16	, 41	, 84	, 49	, 100
RJR	- 5	, 10	, 8	, 17	, 13	, 27
LOR	- 6	, 12	, 1	, 2	, 7	, 14

UPDATE 1 MAY 96

PLAN-O-GRAM

MP 91014 CIGARETTES HAWAII

SAV = SAVINGS, F. P = FULL PRICE, PM = PHILLIP MORRIS, BW = BROWN & WILLIAMSON, RJR = REYNOLDS, LOR = LORRILARD

PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
PM SA V	RJR SAV	LOR SA V	BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P
RJR SAV			BW SAV	BW F P	PM F P	LOR F P	RJR F P

DEPARTMENT D
FIXTURE HEIGHT 74"
7.5 FEET

9616 19819

	PREMIUM			SAVINGS			TOTAL SHARES				
	%	#	SLOTS	%	#	SLOTS	%	#	SLOTS		
PM	- 30	,	47	,	1	,	2	,	31	,	49
BW	- 8	,	12	,	41	,	64	,	49	,	76
RJR	- 5	,	8	,	8	,	12	,	13	,	20
LOR	- 6	,	9	,	1	,	2	,	7	,	11

UPDATE 1 MAY 96

PLAN-O-GRAM

MP 91014 CIGARETTES HAWAII

SAV = SAVINGS, F P = FULL PRICE
 PM = PHILLIP MORRIS, BW =
 BROWN & WILLIAMSON, RJR =
 REYNOLDS, LOR = LORRILARD

PM SA V	RJR SA V	LO R SA V	BW SAV	B W F P	PM F P	LO R F P
RJR SA V			BW SAV	B W F P	PM F P	LO R F P
RJR SA V			BW SAV	B W F P	PM F P	LO R F P
RJR SA V			BW SAV	B W F P	PM F P	LO R F P
RJR SA V			BW SAV	B W F P	PM F P	LO R F P
RJR SA V			BW SAV	B W F P	PM F P	LO R F P

DEPARTMENT E
 FIXTURE HEIGHT 74"
 5 FEET

9616 19819

	PREMIUM		SAVINGS		TOTAL SHARES	
	%	# SLOTS	%	# SLOTS	%	# SLOTS
PM	- 30	, 31	, 1	, 1	, 31	, 32
BW	- 8	, 8	, 41	, 42	, 49	, 50
RJR	- 5	, 5	, 8	, 8	, 13	, 13
LOR	- 6	, 6	, 1	, 1	, 7	, 7

UPDATE 1 MAY 96